

point accumulation means for calculating and accumulating the issued points for more than two [events] transactions;

point notification means for notifying the customer of the point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification,

wherein the point issue means comprises rate management means for changing a point calculation rate according to each of the more than two [events] transactions.

54. (AMENDED) A point management system employing a computer for managing points issues to each customer who receives service according to issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulating means for calculating and accumulating the issued points for more than two [events] transactions;

point storing means for storing point information comprising the issued points for each customer identification;

point notification means for notifying the customer of the point information; and

customer identification means for identifying the customer according to the customer identification,

wherein the point notification means notifies the customer of the point information before the customer carries out transactions and wherein the point issue means comprises rate management means for changing a point calculation rate according to each of the more than two [events] transactions.

56. (AMENDED) A point management system comprising a computer and managing points issued to each customer, each

customer receiving service according to the issued points, said point management system comprising:

means for accumulating points issued to each, respective customer for more than two [events] transactions;

rate management means for changing a point calculation rate according to each of the more than two [events] transactions; and

means for notifying each customer of the points issued to each, respective customer before each respective customer carries out a transaction.

57. (AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two [events] transactions;

rate management means for changing a point calculation rate according to each of the more than two [events] transactions; and

means for notifying on the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

58. (AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two [events] transactions;

rate management means for changing a point calculation rate according to each of the more than two [events] transactions; and means for notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data through the store terminal, and prior to transactions performed by the customer.

59. (AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two [events] transactions;

rate management means for changing a point calculation rate according to each of the more than two [events] transactions; and

means for notifying each, respective customer of the points issued to each, respective customer by one of images, voice, and both, and prior to transactions performed by the customer.

60. (AMENDED) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two [events] transactions;

changing a point calculation rate according to each of the more than two [events] transactions; and

notifying, by the computer, each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

61. (AMENDED) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two [events] transactions;

changing a point calculation rate according to each of the more than two [events] transactions; and

notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

62. (AMENDED) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two [events] transactions;

changing a point calculation rate according to each of the more than two [events] transactions; and

notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data through the store terminal, and prior to transactions performed by the customer.

63. (AMENDED) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said point management method comprising the steps of: